



JOB DESCRIPTION

ROLE: Associate Planner

LOCATION:

SALARY:

ABOUT TALON GROUP

Talon was established in 2012 with the ambition to create a global Out of Home (OOH) agency providing uncompromised advice and service for our clients. Today we are a high growth independent full service OOH agency with a team of over 230 people globally.

Together we are dedicated to driving client value through a combination of teamwork, expertise, creativity, data and proprietary technology. We are agile and entrepreneurial our simple philosophy enables us to deliver outstanding work.

There's never been a more exciting time to be involved with OOH and we're excited about the next chapter.

OUR VALUES AND HOW WE WORK TOGETHER

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships	We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return	Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients
<ul style="list-style-type: none"> • We embrace change • We challenge respectfully • We lead the way 	<ul style="list-style-type: none"> • We value collaboration and togetherness • We are empathetic • We embrace individuality 	<ul style="list-style-type: none"> • We grow and learn • We are trusted • We are mission possible

THE ROLE

The Associate Planner will be responsible for developing and managing both traditional and non-traditional OOH media planning at the national and hyper local levels. The Associate must become a market expert in terms of media habits, consumer behavior, trends, and other marketplace nuances.

RESPONSIBILITIES AND RELATIONSHIPS

- Work closely with direct line manager, clients and internal teams to develop OOH plans, which includes evaluation, analysis and alignment of client goals
- Analyze demographic data and consumer profiles to identify OOH channel usage and psychographic habits of target to engage consumers across all touchpoints
- Communicate with vendor partners to assess and plan most effective and efficient use of client budgets, which includes evaluation of formats, placement, audience delivery, scale, efficiency, etc.
- Calculate reach, frequency and any other applicable metrics for recommended OOH channels
- Design and present in a professional manner to internal teams for approval
- Prepare proposals and clearly communicate OOH plan recommendations
- Send OOH RFPs in alignment with engagement strategies and client goals
- Negotiate OOH formats according to plan, which includes, added value, upgrades



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- and bonus opportunities
- Learn and become fluent with the proprietary buying/planning platform, Plato
- Manage and organize daily tasks
- Set up and execute approved plans accurately
- Work closely with team members to ensure tasks are completed accurately and all deadlines are met
- Remain up-to-date on industry trends and performance across all OOH channels
- Develop POVs against client objectives and strategies for any new OOH opportunities/formats
- Demonstrate a clear understanding of the client's business by becoming a "student" of the client's brand and client competition to better plan and align client objectives
- Develop and maintain relationships with vendor partners and internal teams

WORKING HABITS AND CORE SKILLS

Organizational

- Able to determine and set levels of priority based upon prior training and then organize daily tasks accordingly.
- Process large volumes of data in a timely manner with a high degree of accuracy.

Communication

- Demonstrate solid communication skills, both oral and written, in order to facilitate timely completion of all maintenance and production tasks.
- Communicate in a way to build professional relationships with our OOH partners in order to maximize the benefits to both Talon and our clients.
- Ensure plans are sent to Nashville for entry into Production system

Decisiveness and Analysis

- Ability to analyse data and information and then confidently make good business decisions for Talon and our clients.
- Ability to change course of action based on priority of tasks or staff needs.

Personal

- Positive attitude toward role and Agency.
- Professional demeanor and appearance.
- Strong organizational skills, attention to detail
- Self-motivated in all phases of work.
- Strong written, verbal and presentation skills
- Team management
- Proactive and can-do attitude
- Basic math skills
- Microsoft Office

YOUR EXPERIENCE AND QUALIFICATIONS

- Previous media agency/vendor experience helpful

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BENEFITS INCLUDE

401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working , early Friday finish, and summer hours!)	Phone allowance